# Identify the market awareness and sophistication levels

19:34 ... 4G 48



Reveal radiant skin with just one scoop a day of Halal collagen from Sunna Supplements.

🔽 100% Halal

🔽 Muslim Owned

**1**,000 reviews

🔽 Premium collagen

🚺 100% natural

Try it yourself 💛





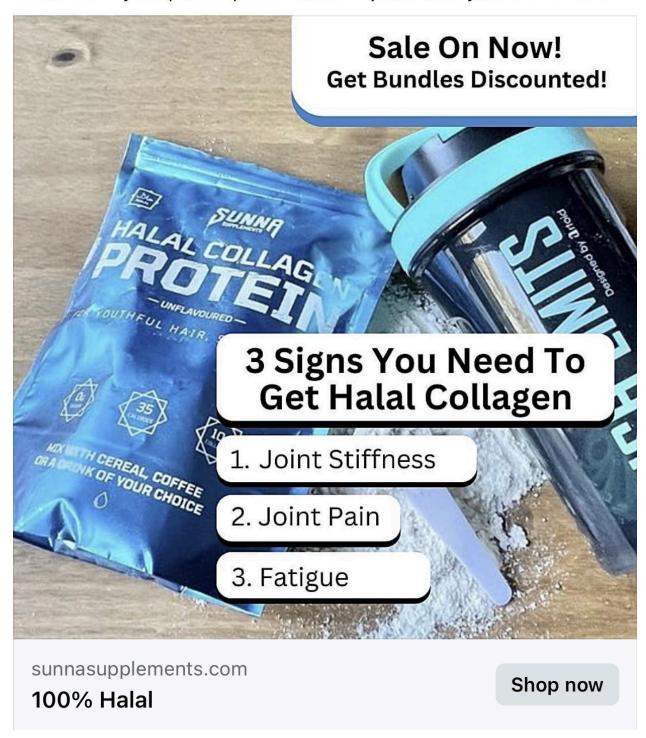
Saira Khan follows Sunna Supplements.



#### **Sunna Supplements**

Sponsored · 🚱

Alleviate joint, bone, and muscle pain with ju... See more









#### sunnasupplements.com

#### **KEY BENEFITS**



#### **Skin Health**

Hydrates and smoothens skin, reducing signs of aging.



### Joint S

Enhances discomfor



## **Energy Levels**

Boosts your daily energy, helping you feel revitalised and active.



#### **Bone S**

Supports I necessary







#### sunnasupplements.com

#### **KEY BENEFITS**



## **Joint Support**

Enhances joint flexibility & reduces discomfort from regular use.



## **Bone Strength**

Supports bone health by providing necessary proteins for bone density.



19:41 4G 47

#### sunnasupplements.com



## Three Easy Steps

- Current market awareness level:
  - Level 2: Problem aware
    - They know and feel they have joint, bones and muscle problems but don't know a solution that helps.
- Remaining market awareness levels:
  - Level 3: Solution aware
    - Click on the funnel to take to their webpage to see what they offer, read through page information.(backed by scientific proof) See multiple testimonials and reviews. 30 day money back guarantee
  - Level 4: Product aware
    - Going through the webpage now the reader in distress understands what the product does and the multiple benefits. It is halal.
- Current market sophistication stage:
  - Stage 4: This is the stage of market development.
    - Get results in 6 weeks. 30 day money back guarantee (T&C applied)
  - Stage 5: The market will move to this stage of sophistication.
  - Niched down play:
    - Halal product (Muslim market audience)
  - Experience:
    - Premium quality collagen
  - Identity:
    - Tasteless

- Sagging skin/ youthful look again
- Hair, nails skin health, energy levels, joint support, bone pains, muscle maintenance, menopause.